

*June
2002*

Today's Speak Easy

Liquor Control Board

BUSINESS ADVISORY COUNCIL MEETS

The Liquor Control Board and members of the newly formed Business Advisory Council met on June 12, to discuss several topics including the agency's draft Retail Business Plan and Strategic Plan.

The Business Advisory Council is a partnership convened by the Liquor Control Board to advise the Board and their staff on broad issues and concerns affecting the agency's business and regulatory activities.

The goals of the Business Advisory Council are to:

- ✓ Maintain regular communication between the Liquor Control Board Members and staff and the persons and entities the agency regulates.
- ✓ Provide a regular forum for customers and stakeholders to raise issues and concerns with the Board.
- ✓ Provide a forum for the Board to receive feedback on future direction, ideas, and plans the Board is considering.
- ✓ Provide information to the Board about current and future alcohol beverage industry issues and trends.

The following organizations make up the Business Advisory Council:

- Beer Institute
- Distilled Spirits Council of the United States (DISCUS)
- Distillers Representatives Association of Washington (DRAW)
- Korean-American Grocers Association of Washington State (KAGRO)
- Washington Association of Neighborhood Stores
- Washington Beer and Wine Wholesalers Association
- Washington Food Industry
- Washington Restaurant Association
- Washington State Federation of Clubs
- Washington State Sports and Entertainment Facility Operators Association
- Washington Wine Commission

The Business Advisory Council will meet quarterly, with their next meeting planned for September.

NEW RULES ON PRIVATE COMPLIANCE CHECKS

New rules went into affect on June 7, 2002 that allow retail liquor licensees to conduct their own compliance checks using minors, under specific guidelines. The rules implement a law passed last legislative session.

The purpose of allowing licensees to conduct private compliance checks or “in-house controlled purchase programs” is so licensees can evaluate their employee training on preventing the sale of alcohol to minors. In a controlled situation, the licensee would hire an eighteen, nineteen, or twenty year old person to attempt to purchase alcohol.

A couple points:

- √ The new rules outline specific guidelines for controlled purchase programs.
- √ Licensees must receive prior written approval from the Liquor Control Board before conducting a controlled purchase program.
- √ Licensees can use their own employees or can contract with a third party to conduct a controlled purchased program. It is the licensee’s responsibility to ensure the program meets the requirements of the law and rules.

For a copy of the new rules, chapter 314-21 WAC, please go to our website at www.liq.wa.gov (go to “Laws & Regulations,” and then “Current Laws & Regulations.” You can also get a copy by calling (360) 664-1648.

GOVERNOR APPOINTS LCB BOARD MEMBER

Roger Hoen, Board Member, began his term with the Liquor Control Board on March 4, 2002. His term expires January 15, 2003.

Mr. Hoen comes to the Board with extensive experience in the Northwest hospitality industry. In his professional background as a management consultant, he specialized in providing facility design and planning specifications for sports, entertainment, and convention center development projects. He has also been responsible for food and beverage services at many of the largest sports and entertainment venues in Washington state such as the old Kingdome, Tacoma Dome, Gorge Amphitheater, Seattle Center, and University of Washington, just to name a few.

Mr. Hoen has a long history of community involvement in the Seattle area including volunteer efforts to assist local food banks, non-profit organizations and educational institutions. He has also been an active supporter of the Seattle-King County Convention and Visitors Bureau. He has received awards and recognition for proactively engaging minority and women owned businesses as subcontractors and vendor-suppliers.

He has two grown daughters and resides in South Seattle with his wife of 38 years, Diane.



NEW DIRECTOR OF LICENSING AND REGULATION

Lorraine Lee joined the Liquor Control Board on June 3 as the Director of Licensing and Regulation. "I am very excited to be part of this dynamic agency. The Licensing and Regulation Division has a key role in the agency's mission of preventing the misuse of alcohol through controlled distribution, prevention and education. As its new Director, I hope to make our processes more efficient and customer focused while maintaining the necessary and high standards expected by our citizens."

Lorraine has over 20 years experience in public service, holding positions as an attorney and executive-level manager with the Washington State Lottery Commission, Governors Lowry and Locke's Policy office, and most recently the Washington State Court of Appeals. She began her career as a military lawyer in the U.S. Army and was stationed in D.C., Hawaii and the Republic of Korea.



NEW PRODUCT LISTINGS

On a regular basis the Liquor Control Board considers requests to list new alcohol products in state run or contract liquor stores. Here are the most recent, Board approved, listings:

<u>Wine</u>	<u>Region</u>	<u>Vintage</u>	<u>Retail Price</u>
Hyatt Sauvignon Blanc	Washington	99/00	\$ 6.99
Dopff & Irion "Crustaces" White Alsace	France	1999	\$ 6.99
Tryptic Chardonnay	Washington	1998	\$ 4.99
Quantum Rhapsody Blush 1 Liter	S. Africa	NV	\$ 3.39
Lost Horizon Cab-Merlot 1.5 Liter	S. Africa	NV	\$ 6.99
Lost Horizon Chardonnay 1.5 Liter	S. Africa	NV	\$ 6.99
Sterling Sauvignon Blanc	California	2000	\$10.99
Sterling Merlot	California	1999	\$17.86
Chateau St. Jean Fume Blanc	California	2000	\$12.39
Washington Hills Merlot	Washington	2000	\$ 8.22
Domaine de Rozets Cote de Rhone	France	2000	\$ 4.98
<u>Spirits</u>		<u>Size</u>	<u>Retail Price</u>
Vincent Van Gogh Wild Appel Vodka		750ml	\$27.95
Dekuyper Tropical Pineapple Liqueur		750ml	\$11.75
Appleton Estate V/X Jamaican Rum		750ml	\$17.95
Das Komet Vanilla Liqueur		750ml	\$19.95
Amarula Cream Liqueur		750ml	\$19.95



*Not all stores may carry all of these products but they are available upon request by contacting the liquor store manager.

FREQUENTLY ASKED QUESTIONS

1. **How do I renew my Mandatory Alcohol Server Training (MAST) permit?** You must take the class again to renew your permit. Permits are only good for 5 years. Log onto the LCB's web site at <http://www.liq.wa.gov/education/provider.asp> for a list of providers. You may contact any one of them to get the name of a recommended trainer in your area.

2. **I lost my MAST permit, how do I get a replacement?** You may contact your original trainer or the LCB's MAST coordinator at (360) 664-1727. You can also log onto the LCB's Web site at <http://www.liq.wa.gov/publications/publications.asp> for an affidavit of lost permit form. Remember to use the Permit Checker also on this webpage to verify if your permit is still active. Submit the completed form with a \$5 replacement fee to:

Liquor Control Board/MAST Coordinator
PO Box 43080
Olympia WA 98504-3098

WASHINGTON STATE
LIQUOR CONTROL BOARD
P.O. BOX 43080
OLYMPIA, WA 98504-3080